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# USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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# USSR REPORT

## CONSUMER GOODS AND DOMESTIC TRADE

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### ON INCREASING THE EFFICIENCY OF AGROINDUSTRIAL ASSOCIATION ENTERPRISES

Moscow MYASNAYA INDUSTRIYA SSSR in Russian No 10, Oct 83 pp 12-15

[Article by S. S. Shnitser, doctor of economic sciences and V. B. Dardik, candidate of economic sciences, All-Union Scientific Research Institute of the Meat Industry: "Economics and Organization of Production"]

[Text] In accordance with the Model statute concerning the rayon industrial association enterprises, the organizations and enterprises of the agroindustrial complex are entering the rayon agroindustrial associations (RAPO). Notwithstanding those which serve several rayons, they can become a member of RAPO according to an agreement with higher organs.

The enterprises of the meat industry receive livestock and poultry primarily from several adjacent rayons. In view of this the question arises whether it would be expedient to include these enterprises in RAPO, whose position in this issue the enterprises and associations of the industry must adhere to. Several workers believe that as long as production associations join the oblast (kray, ASSR) agroindustrial associations, it is not necessary for the enterprises which are receiving raw material from several rayons to become members of the RAPO. It is impossible to agree with this. We believe that all enterprises of the industry, irrespective of the number of rayons which serve them, as a rule should become members of RAPO. This allows them to: establish closer ties with the farms of their own rayon, with the rayon association "Sel'khoztekhnika" and other organizations; decide more efficiently issues of production economics according to the legal rights of the member of RAPO; perfect interrelations with the RAPO of adjacent rayons, which supply raw materials to the enterprises, and with the oblast (kray) APO [agroindustrial association].

In a number of union republics there are no oblast production associations of the meat industry. In these cases all enterprises of the oblast should become members of the oblast (kray) APO and of the RAPO simultaneously. For purposes of perfecting administrative organization, the APK [agroindustrial complex] should consider the issue of creating in these oblasts meat industry associations on the leading meat combine base. These associations would become members of the oblast (kray) APO and would represent all the oblast enterprises in it. Thus, in the Belorussian SSR all enterprises of the branch are directly subordinate to the Minmyasomolprom [Ministry of the Meat and Dairy Industry] of

the republic and simultaneously join the oblast APO and the RAPO. The creation of oblast production associations would permit closer ties of the meat industry with other sections of the agroindustrial complex.

It is necessary to decide the issue of the inclusion of production units, which are deprived of legal independence, in the RAPO. In accordance with the General Plan of the meat industry administration, the majority of the enterprises of the industry are transferred to the status of production units. This measure, directed toward the amalgamation of economic organs, appears progressive and its scope should grow. All production units should become members of the RAPO. In view of this it is expedient to broaden the rights of the production units, in particular, to grant to them the right: to conclude contracts with farms registered with them for the delivery of livestock and poultry; to have a current subaccount in the bank; and to form through established channels a fund for economic stimulation.

In recent years direct ties between the meat industry enterprises and the farms have been considerably expanded. This has been furthered by the transfer of the functions of state livestock purchases of the use Minmyasomolprom in 40 oblasts of the RSFSR and in 9 union republics. Now the procurement of cattle is accomplished without the participation of intermediary organizations in these regions. At the same time in a number of oblasts of the RSFSR and union republics the organizations Minsel'khoz [Ministry of Agriculture] USSR and Minzag [Ministry of Procurement] USSR conduct the procurements. For purposes of improving the system of procurement and of strengthening direct ties it is expedient to transfer the function of livestock purchases to the meat industry in all oblasts, krais, and republics.

The necessity of an organization to accept livestock directly on the farms and to export it by transport of the procurement organizations is confirmed by the USSR Food Program.

In the last decade a system of settlements for accepted cattle, which calculates the amount and quality of the meat after the slaughter of the cattle, has received wide recognition. At present this system has been conformed to in 96 percent of enterprises; 88 percent of all livestock received through state procurement is turned over through this system. Experience showed that, with this, the interest of farms in receiving larger amounts of the finished product is heightened, the meat's weight and quality is more accurately determined, and the effort of the deliverers to overfeed livestock with the goal of an overstated weight disappears.

On the other hand several workers of a farm propose to revert to the previous procedure of receipt of livestock, according to live weight. Ignoring the serious imperfections of this system, they consider it necessary to weigh the livestock and determine its condition directly on the farms. It is impossible to believe such proposals are well-founded. The cattle are delivered to the meat industry enterprises by motor transport (94 percent of the total transportation) on the average a distance of 70 to 75 kilometers. Within such a distance the cattle lose live weight only on the basis of a reduction of the contents of the gastric-intestinal tract; the loss of meat and fat does not occur.



Supporters of weighing livestock and determining their condition on the farms point out that this, supposedly, arises from the need to accept cattle at places where they are raised. However, such a point of view does not conform to reality. Regulations concerning the procedure for the acceptance of agricultural output from interfarm enterprises according to direct ties directly to places of production, which were approved by the Minzag USSR and the Minsel'khoz USSR are provided for: the driver (examiner) receives the livestock on the farm according to the number of head, verifies the tallying and the filling out of accompanying documents, and delivers the livestock to the meat combine; the workers of the meat combine with the assistance of farm representatives put the livestock in pens, not permitting its depersonalization, carry out the slaughtering of the livestock and the processing of the carcasses, and they make the payment for the received cattle on the basis of the given weight of the carcasses and their specified quality according to a purchase price which was established per ton of meat.

Thus, in this system the claim for acceptance of livestock on the farms (according to number of head) and an objective qualitative appraisal of the raw product, which was obtained after the slaughter of the livestock, are combined efficiently. Application of this system of turnover and acceptance of livestock is authorized by all kolkhozes, sovkhoses and other agroindustrial organizations.

One should also bear in mind that under the terms of the specialization of auto-transport, it is practically impossible for the driver to carry the responsibility for a change in the animals' weights during transport. In addition the specialists--the commodity researchers and veterinarians--would be required for the weighing and determination of the nutritional state of the animals on the farms. On many kolkhozes and sovkhoses the weighing equipment doesn't meet contemporary requirements or there are no scales. Thus, a change to weighing livestock directly on the farms would call for considerable expense.

In accordance with the decision of the government, the delivery of livestock to the meat combines must be carried out by the officials in charge of procurements by a centralized procedure. This, however, does not mean that the means of transportation should belong to the meat industry enterprises (associations). A more effective specialization of transportation work, where motor vehicles are used more efficiently, improves the organization of transport operations and lowers the cost of shipments. For the purposes of more complete utilization and effective operation of the means of transporting of livestock to the meat combines, it is expedient to entrust it to the USSR Goskomsel'-khoztekhnika or to special motor vehicle enterprises of other organizations. In isolated instances the meat industry organizations as well as the animal-raising complexes can carry out shipment.

In each rayon (oblast, kray, republic) it is necessary to determine which organization should centrally supply the livestock and prepare the material and technical base for the fulfillment of jobs in order to completely move to a centralized removal of cattle in the next few years. It is necessary to determine the need for motor vehicles and to develop measures for the perfection of transportation of livestock (arrangement of loading platforms, construction of roads

and others) on the basis of data concerning the amount of raw material resources and the prospect for their growth in the raw material zones of the meat combines.

Interrelations between the meat industry enterprises and the farms are being defined by contractual agreements for the delivery of raw materials. Under conditions of agroindustrial integration, the substance of these agreements should be more profound and broadened. Not only issues of buying and selling livestock through state procurement should be considered, but the following should also be dealt with: the slaughter and processing of livestock, not subject to delivery on the account of government procurements; the rendering of reciprocal production services for the transportation of raw materials and the finished product; the production of meat products by way of exchange operations; storage of meat at a refrigerated meat combine; temporary help by workers and others. The contracting agreements should be concluded for a five-year period with specifications yearly.

Often the contracting agreements bear a formal character; the suppliers don't bear financial responsibility for nonfulfillment nor do they observe the schedules for delivery of raw materials. It is necessary to raise the validity of contracting agreements.

In the oblasts (krays, republics) where the Skotoprom system already operates, agreements between their offices and the meat industry associations are being concluded for the delivery of livestock and poultry. With the transfer in the majority of rayons of the country of the functions of procurement to the meat industry, along with the conclusion of contracting agreements between the farms and procurement officials, it would be expedient to introduce the practice of concluding agreements between associations and the oblasts' (krays', republids') agricultural administration for delivery of raw materials as a whole by oblast. These administrations should participate in the drafting of schedules for delivery of raw materials and implement control for the fulfillment of plans and schedules by the sovkhozes and kolkhozes. The contracting agreements between the meat combines and the farms should be concluded with the participation of the rayon agricultural administrations, so they are three-sided. For the receipt of raw materials from adjacent oblasts the agreements for delivery of livestock should be concluded between the association-recipients and the procurement officials.

For the purpose of heightening the kolkhozes' and sovkhozes' material incentive to fulfill their obligations, one should enact without delay the decision of the adopted Food Program to create at the agricultural associations processing enterprises a fund for material stimulation for the workers of kolkhozes, sovkhozes and other agricultural enterprises and organizations to increase the volumes of delivery of output and to raise its quality. It is advisable to establish these funds by way of a deduction of a fixed part of the profits. The sizes of the paid bonuses should be differentiated and should consider not only the degree of fulfillment of obligations for turnover of livestock but also the observance of delivery schedules.

The immediate task of the production associations and enterprises is the establishment of the material-technical base in accordance with raw material

resources and with regard for prospects of growth, the guaranteeing of uninterrupted slaughter and processing of livestock and production of meat products. With the determination of raw material resources of the enterprises and their capacity one should consider not only the scale of state purchase of livestock, but also the necessity for the processing of livestock belonging to consumer cooperatives, subsidiary firms of state institutions and enterprises and to the population.

The network of meat industry enterprises (about 1,000), which has been taking shape for many decades, does not completely meet the contemporary demands. At the beginning of 1982 small enterprises, which are processing 20 tons of meat per shift, accounted for 71.6 percent, and those processing up to 5 tons of sausage products accounted for 64.8 percent of the total quantity of the enterprises. Their share is equal to 32.1 percent and 21.5 percent of the total capacity respectively. Large scale enterprises account for 5.6 percent in meat processing (with a capacity of 27.1 percent) and for 6.5 percent in sausage production (with a capacity of 37.8 percent). And many small enterprises which are poorly equipped technically are located in the raw material zones of large enterprises. For example, in Vinnitsa Oblast small enterprises, in Gaysin (with a capacity of 15 tons per shift), in Tulchin (8 tons), in Kazatin (16 tons), and in Bapa (15 tons) are located in the raw material zones of the Vinnitsa and Trostyanets meat combines. In Dnepropetrovsk Oblast the meat combines in Zheltyye Vody (13 tons per shift) and in Pavlograd (19 tons per shift) are located in raw material zones of larger enterprises and so forth. It is apparent that because of the predominance of small enterprises the possibilities of technical progress in the branch is limited and the growth of productivity of labor and other economic indices is restrained. In a number of rayons of the country the meat combines are considerably distant from the raw material bases. This causes the necessity for the long transport of livestock and entails loss of weight. For this reason, the revision of the distribution of enterprises according to principles of concentration and production specialization and with regard for shortening the distance of delivery of livestock up to a radius of 150 kilometers has an important significance.

In each raw material zone one should develop for the coming decade a long-range plan for the growth of livestock raising and for surrender of livestock for slaughter and determine the raw material resources of the enterprises and the capacity required for slaughter and processing of the livestock and production of meat products. In accordance with the projected capacity for production of meat and meat products it is necessary to develop long-range plans for technical reequipping of enterprises now operating and for construction of new enterprises, as well as plans for the liquidation of small, poorly equipped enterprises which are found in raw material zones of larger enterprises and have no prospect of growth.

To give assistance concerning the development of plans to raise the technical level of production by scientific research and design organizations the management organs of the industry should develop in accordance with each type of industry a recommendation for their equipping, maintaining the list of progressive views of rearmament and technological processes.

Plans, developed and coordinated with local organs, for the liquidation of enterprises, and for the construction of new and the remodeling of existing enterprises should serve as the basis for the general industrial plan for technical reequipping of the meat industry as a whole and as the basis for determining the necessity of renovation, the necessity of other material resources and of investments.

In our opinion, the ministries of the meat and milk industry of the union republics, associations and enterprises should focus their attention on the issues supplied above. Not waiting for directives "from above," it is necessary for each association and enterprise to develop concrete proposals and present them to the administrative organs of the APK and of the industry.

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### REPUBLICS CHIDED FOR SUBSTANDARD LIGHT INDUSTRY OUTPUT

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 6 Sep 83 p 1

/Article by L. Biryukova: "Goods Necessary For All"/

/Text/ Well-dressed children on streets and diverse household equipment and furnishings gladdening the eye in apartments--all these are testimonies to the marked growth of our commodity industry. What is the commodity industry? This concept has changed fundamentally in the last few years. Today the problem of provision of the Soviet people with everything that is necessary is solved by the national economy as a whole, not by some individual sectors.

For example, the enterprises of the Uralchermet Association have become the biggest suppliers of household enamelware in the country. Azovstal' and Kri-vorozhstal' make high-quality crystal and the Donetsk Metallurgical Plant manufactures beautiful stainless steel place settings, the Yaroslavl Motor Plant, steam preevaporators and the Cherkassy Special Technological Equipment Plant, electric meat grinders and household bags on small wheels.

The large army of new suppliers of goods has required an efficient coordination of their work. Who should manufacture what and how much so that everything is bought and does not lie on the store shelf--these questions, as practice has shown, are no longer so simple. They can be solved correctly only by studying demand.

There are many examples of a profoundly thought out approach to the management of this important area on the part of local party and Soviet bodies. For example, a coordinating council for consumer goods actively operates under the Sverdlovsk Oblast Party Committee. It works in contact with the commission for the control of the production of such goods of the oblast soviet of people's deputies headed by the deputy chairman of the oblast executive committee. It is not accidental that Sverdlovsk Oblast, where heavy industry enterprises predominate absolutely, has become a major center for the output of consumer goods.

However, this business is by no means organized in this manner everywhere. This year industrial workers in Latvia, Tajikistan and Turkmenia have not ensured the fulfillment of the assignments for goods for cultural-general and household purposes and in Georgia, Armenia and Azerbaijan have even decreased the production of these products as compared with last year.

It must be stated that through the efforts of our industrial workers dozens of items disappear from the deficit list every year. Annual assignments for 98 deficit items have been established at the beginning of this five-year plan. Their production has been placed under special control. However, the plan for 26 articles of this list, in particular for toilet and household soap, nonwoven materials, knitted underwear, headgear, color television sets, cassette tape recorders, bicycles, soft tip pens and household chemical goods is not being fulfilled this year.

A considerable lag has occurred at enterprises subordinate to the Georgian SSR Council of Ministers (the plan for 11 out of 20 articles has not been fulfilled), in Uzbekistan, for 5 out of 18, in Kazakhstan, for 5 out of 27 and in the Ukrainian SSR, for 6 out of 27.

It has long been noted that any small household article, if for some reason is not on sale every day, becomes the object of exaggerated attention on the part of customers. Lines are formed for it and it is bought for the future. Thereby, the deficit is aggravated even more.

The USSR Ministry of Trade has registered the output of 300 types of the simplest articles for household purposes out of those that should be constantly on sale and produced in every region. However, only from 60 to 75 types of such articles are produced in Kirghizia, Armenia, Lithuania, Moldavia and Georgia, only 39, in Azerbaijan and even less than that, in Tajikistan and Turkmenia. It is not surprising that the demand for many small household and domestic items is not met here.

For example, shovels, rakes, knives, hack saws, rippers, hillers, watering canes, shoe polish, hand basins, post boxes and many other things are shipped to Armenia. The demand for screw drivers, chisels, graters, distribution boards, can openers, clothes pegs and toilet shelves is not met here. Kitchen chopping knives, vegetable cleaners, toilet shelves and cabinets, medicine chests, racks and other simple articles are shipped to Novosibirsk Oblast. Sports towns and children's shovels and rakes are brought to Arkhangelsk Oblast, which is rich in forests, from outside its borders.

The population, especially in rural areas, and also city dwellers at the present scale of development of horticulture and gardening experience great difficulties in the purchase of building materials. The centrally allocated funds for them have been increased significantly recently. However, the consumer has not received what he should have. For example, last year supplier enterprises underdelivered 47 percent of the planned volumes of timber, 48 percent of the sawn goods and 13 percent of the plywood to the market.

To be sure, among labor collectives involved in the output of consumer goods there is no one that would not undertake to reach the top on the basis of "higher quality." However, is everyone successful in this? Trade organizations indicate that the number of purchases of complex household appliances has decreased this year.

Twice as many complaints about the refrigerators of the Samarkand Plant and four times as many complaints about the refrigerators of the Dushanbe Plant as the average throughout the country have been received.

A number of wholesale fairs for the sale of goods intended for output in 1984 have been held recently. They have shown that by no means all enterprises keep pace with consumer demand. Therefore, trading organizations have not purchased 414,000 refrigerators, basically of the Baku, Dushanbe and Samarkand plants and 1 million cameras produced by the Krasnogorsk Mechanical Plant in Moscow Oblast, the Leningrad Optics and Mechanics Association and the Zenit Plant in Minsk Oblast. A large quantity of wool and silk fabrics has not been sold. Yet people need these goods. But they need goods of another, higher quality.

Light industry enterprises renew the assortment and improve the consumer properties of their products more slowly than life demands. Our contemporary is a man with developed taste. Of course, he demands a good esthetic design of consumer goods. He demands, but does not always receive. The task of doubling the output of improved quality goods this year has been set for the sector. The enterprises of the Azerbaijan SSR, the Ukrainian SSR and the Georgian SSR Ministries of Light Industry do not cope with this assignment.

The quantity of output that trading organizations return for correction or transfer to lowered grades is not being reduced. This year wholesale bases have put in complaints about 7 to 9 percent of the fabrics, clothing and footwear checked by them.

The USSR Committee for People's Control has checked the work of 31 footwear enterprises in the Russian Federation and the Georgian SSR recently. It has turned out that more than 3.5 million pairs of unmarketable products produced by these enterprises have accumulated.

Measures ensuring the fulfillment of the plans and obligations for the output of consumer goods and improvement in their quality should be taken in all labor collectives of sectors and regions. A new indicator--production of such consumer goods per ruble of the wage fund--helps to objectively evaluate the results of this work. As of this year this indicator is planned for all enterprises of both Union and republic subordination. The higher the activity and creative search in the production collective, the more rapidly it will be possible to realize an important part of the social program of our party.

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### MICROELECTRONIC TECHNOLOGY IMPROVES REFRIGERATORS, WASHERS

Moscow EKONOMICHESKAYA GAZETA in Russian No 47, Nov 83 p 2

/Survey prepared by the Department of Light Industry and Consumer Goods of the USSR State Committee for Science and Technology: "New Household Equipment"

/Text/ Concern for the further rise in the people's well-being was and remains in the center of attention of the Communist Party and the Soviet State. In accordance with the decisions of the 26th CPSU Congress the production of consumer goods is developing at outstripping rates during the 11th Five-Year Plan. The urgent need to raise the output of consumer goods to a qualitatively new level on the basis of an extensive utilization of modern equipment and technology was noted at the meeting of the Politburo of the CPSU Central Committee, which discussed the problem of the preparation of an overall program for the development of the production of consumer goods and the service system.

One of the major scientific and technical programs is devoted to technically complex, new consumer goods. One of its sections connected basically with the development of television sets, radio receivers and tape recorders is discussed in the survey "Household Radio Electronics" (No 21). Another part of the program is oriented toward the development and mastering of new household articles in production.

In addition to the specialized enterprises and organizations of the Ministry of Machine Building for Light and Food Industry and Household Appliances, the scientific research institutes, design offices, plants and associations of other sectors also participate in this work. A total of 88 participants in the program from 15 ministries and departments must fulfill 38 assignments consisting of 257 stages. Since the beginning of the five-year plan 78 stages of 29 assignments have been realized, including 25 stages, ahead of schedule.

#### Household "Cold Factories"

A range of new household refrigerators and freezers with a reduced specific power consumption with the use of serially manufactured compressors has been developed on the basis of the scientific reserve and research performed within the framework of the program. The low-temperature compartment (freezing chamber) occupies up to 40 percent of the total volume in them. Here at a temperature of -18 degrees the preservation of food products is ensured for a period of more than 1/2 year.



For example, the series output of a two-chamber refrigerator on existing technological equipment has begun at the Minsk Plant. In addition to a 230-liter internal cabinet, Minsk-22 has a 120-liter low-temperature compartment. "Khladon-701," a new multicomponent cooling agent, has been applied. The assignment was fulfilled ahead of schedule. The first 1,000 refrigerators were manufactured in 1982.

The All-Union Scientific Research Experimental Design Institute of Electric Household Machines and Appliances has determined a new parametric series of household compression refrigerators. A high (up to 90 percent) level of unification of 14 models of refrigerators and three models of freezers has been ensured. As a result, the number of type sizes of units and parts should be reduced from 236 to 58. This will make it possible to improve the repair servicing of household "cold factories" and to increase the mobility of production facilities when changing over from the manufacture of one model to another.

The models of refrigerators of the new parametric series KShD-350/120 with a total volume of 350 liters and a low-temperature compartment of 120 liters and KShD-420/160 with a total volume of 420 liters and a low-temperature compartment of 160 liters have been manufactured, tested and approved at the Commission on Quality of the Ministry of Machine Building for Light and Food Industry and Household Appliances. Design documents have been transferred to enterprises for the preparation of series production. The manufacture of an installation batch of a two-chamber refrigerator of the new parametric series KShD-350/80 is planned at the Minsk Plant in 1984.

Work on MS-120, MSh-160 and MSh-200 freezers has been done simultaneously (the numerical index indicates the volume in cubic decimeters--liters). For the concentration of their production at the Kishinev Refrigerator Plant a large-scale technical retooling of the enterprise is carried out. New articles will be mastered in 1984, not in 1987, as envisaged earlier.

In 1983 the Minsk Plant provides equipment accessories for the output of the installation series of MSh-200 freezers. Equipment accessories for MS-120 are manufactured at the Kishinev Plant. The first 1,000 equipment accessories will be put on sale in 1984.

#### Provision of the Population With Refrigerators and Washers Per 100 Families

	1970	1975	1982
Refrigerators	32	61	89
Washers	52	65	70

The installation batch of the Biryus-18 two-chamber 260-liter refrigerator-freezer was manufactured in 1982 and its series production has begun during the current year. Krasnoyarsk machine builders, who fulfilled this assignment of the program, envisaged a lowered specific consumption of electric power in the new product, while maintaining a temperature of -18 degrees in the 80-liter freezing chamber.

The refrigerators of the Saratov Electric Unit Production Association have enjoyed deserved popularity for more than 30 years. The design of the new freezer of the MSh-80A type and of the KShMKh-140/80 combined refrigerator has been developed on the basis of existing Saratov parts. The test series has disclosed good effective demand for these products.

#### For Any Fabrics

An important place in the program is assigned to the development of basic automatic washers with a frontal and top loading. The new units are equipped with electronic control, which ensures an optimal operation under automatic conditions. This will make it possible to save detergents and lower water consumption.

More than 10 washing settings make it possible to treat fabrics of different wear resistance, including silk and capron, without mechanical damage. The entire cycle, including water filling, washing with the introduction of detergents and water softeners, rinsing, wringing and water drainage, is fully automated according to a preset program depending on the fabric and the degree of its soiling.

Operating documents for the manufacture of the prototypes of all the three washer models--SMA-4F, SMA-4V and SMA-3--will be worked out before the end of the current year. Series production is to be organized during the 12th Five-Year Plan.

Customers have already been able to appreciate the washers of the Yevrika brand. The collective of the Moscow Projector Plant continues to improve this output within the framework of the program. Here it has been decided to begin the series production of the basic model of the automatic washer of the SMA-3 type with electronic control 3 years earlier than envisaged by the assignment.

The engineering project of the basic model of the MPA-8 automatic dishwasher with electronic control has been approved. Its prototypes will be manufactured before the end of 1983. The elaboration of documents for the manufacture of prototypes of clothes drying and ironing machines is also being completed this year.

Prototypes of unified electronic control devices for automatic dishwashers and of a universal sensory keyboard for the output of programs for automatic household machines for different purposes have been manufactured this year. An experimental batch of universal power supply units for household machines and instruments with electronic control has been manufactured.

Unfortunately, the Ministry of Machine Building for Light and Food Industry and Household Appliances (deputy minister A. Donskikh) and its subcontractors do not regard these long-term assignments with sufficient attention and in a number of cases manifest passivity. The Ministry of Machine Building for Light and Food Industry and Household Appliances does not carry out the technical retooling of enterprises determined by the assignments of the program for the organization of the series production of automatic washing, dishwashing, clothes drying and ironing machines with electronic control.

The Scientific Research, Planning-Design and Technological Institute of Electric Machine Building of the Ministry of the Electric Equipment Industry has not completed on schedule the development of the commutator motor necessary for the manufacture of new automatic washers. The technical administration of the Ministry of the Electric Equipment Industry (A. Dzhanoyan, chief) does not take the necessary measures to rectify the situation.

The mastering of the series production of the unified series of electric motors is proceeding extremely slowly at the Nikolayev Elektrotekhnika Plant (A. Komarov, director), at the Gusev Mikrodvigatel' Plant (A. Fedorov, director) and at the Tbilisi Mikrodvigatel' Plant (T. Nozadze, director). This hampers a sharp reduction in the list of electric motors, which would ensure an improvement in the repair servicing of technically complex goods for cultural-general and household purposes.

#### With an Aim at Tomorrow

A number of the assignments of the program envisage the performance of scientific research and experimental design work for the creation of a reserve for the future.

The Kiev Institute of Technical Thermophysics has determined the effect of various inert gas media on an increase in the period of storage of food products. The possibility of storing products (including fruits and vegetables) under household conditions from 40 to 90 days without freezing them and without a loss of their palatability and nutritive properties has been disclosed. The Moscow Technological Institute of the Meat and Dairy Industry has investigated the utilization of the sublimation drying of food products by means of a superhigh frequency heating device as applied to the conditions of household refrigerating equipment. It is advisable to also use the superhigh frequency device for defrosting products, or for warming up semifinished food products.

It is a question of the introduction of multifunctional refrigerating equipment with a multicomponent cooling agent into our daily life. The apparatus of a volume of 500 cubic decimeters, in addition to cooling and freezing compartments, will have a chamber for a long-term storage of fruits, vegetables and other perishable products. The superhigh frequency device will give the refrigerator new functional capabilities for the preparation of dishes.

The availability of a large number of automatic instruments in a dwelling house makes their centralized control by means of microcomputers realistic. Household microprocessor equipment will undertake a number of housekeeping functions. In accordance with the scientific and technical program the processes and optimum composition of automatic electric instruments have been determined and it is advisable to connect them to microcomputers.

Microprocessor equipment will change not only the daily life of city dwellers. Special assignments of the program envisage the automation and mechanization of work on the management of private subsidiary plots. For example, the output of motor units of a capacity of 5 to 7 hp with a set of agricultural implements and attachments has begun at the enterprises of the Ministry of Tractor and Agricultural Machine Building this year.

Finally, the investigations conducted according to the program have shown the possibility of a mutual secondary utilization of domestic heat carriers, which makes it possible to greatly lower the expenditures of electric power on household needs. For example, the heat of the condenser of the household refrigerator or freezer is generated and serves to heat water and to dry various products (mushrooms, fruits and vegetables).

The assignments of the scientific and technical program realized now and aimed at the future are a good basis for raising the output of articles for cultural-general and domestic purposes to a higher, qualitatively new technical level. This is an important component of the elaborated overall program for the development of the production of consumer goods and the service system.

The production of consumer goods, especially technically complex new products, requires the organization of an efficient interaction of all subcontractors. The initiative and exacting requirements of local party, Soviet and economic bodies and a fuller utilization of existing capabilities and potentials are especially important in this matter.

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## HOUSING AND PERSONAL SERVICES

### GOSSNAB DEPUTY CHAIRMAN ON SERVICE NEEDS

Moscow PRAVDA in Russian 11 Nov 83 p 2

[Article by B. Yakovlev, deputy chairman of USSR Gosnab: "A Higher Class for the Sphere of Services"]

[Text] In an editorial with title published in PRAVDA on 20 July it was correctly pointed out that material and technical supply for consumer service and housing-municipal enterprises is poorly arranged, and that the USSR Gosnab is not demanding enough when it comes to enterprises which do not fulfill their commitments for the delivery of material resources.

It should be noted that the republic housing and municipal service ministries and the consumer service ministries do not have unionwide administrative agencies, and they are not stock holders in the USSR Gosplan and Gosnab. Therefore these ministries are provided with material resources by republic organizations from general funds that are allotted by the USSR Gosplan and Gosnab to be distributed by the corresponding councils of ministers of the union republics.

In light of the decree of the CPSU Central Committee and the USSR Council of Ministers, "On Further Development and Improvement of Consumer Services," the USSR Gosnab, having discussed this problem at board meetings, issued an order which makes it incumbent on the USSR Gosnab to place at the disposal of the councils of ministers of the union republics the list of products in the necessary quantities, under the established policy for the needs of consumer services. Moreover, during the course of the year it is to locate material resources and allot additional quantities of them for the further development of consumer services.

The Gosnabs of the union republics and the main territorial administrations of the USSR Gosnab have been instructed, with the participation of consumer service and housing-municipal administrative agencies, to consider each quarter in their board meetings questions related to the fulfillment of plans for the delivery of products and to take effective measures to eliminate shortcomings in this work, and also to provide plants that manufacture spare parts with a full volume of material resources, regardless of their overall fulfillment of their production plan.

Spare parts for the most complicated household appliances (refrigerators, washing machines, vacuum cleaners, sewing machines) are distributed by Soyuzglavkommash under the USSR Gosplan, which controls their delivery and takes measures to eliminate violations of contractual commitments on the part of manufacturing plants.

The USSR Gosplan will continue to work to improve the system of material and technical supply for consumer services.

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## HOUSING AND PERSONAL SERVICES

### ORLOV EXAMINES CONSUMER PSYCHOLOGY

Moscow LITERATURNAYA GAZETA in Russian 19 Oct 83 p 13

[Article by Doctor of Economic Sciences A. Orlov: "The Psychology of the Service"]

[Text] The way we live and the way we spend our leisure time are becoming technical and assuming a greater degree of convenience. The pursuit of material goods and agitated demand are being replaced by a more restrained attitude toward goods. What should the trade system do to better serve a consumer whose behavior has changed so greatly?

Statistics can give us a lot of amazing information about the most ordinary things.

Almost a billion rubles worth of various goods and meals are sold and consequently, are purchased, in our nation on an average workday. The figure is around 100 million rubles per hour. An average of 1.5 million rubles worth of goods--from the latest newspapers to furniture suites--is sold in a single minute.

Statistics do not know everything, however. They calculate time and money, but how can we take into account the moods, the nerves and health of the consumers?

The sociologists have calculated that the nation's population spends around 40 billion man-hours a year shopping for needed items by motor vehicle or on foot and standing in line in the stores. Each of us spends an average of 4-5 hours a week, or 18-22 hours a month, in bakeries, dairy stores, department stores, pharmacies and dining halls. In a year this adds up to almost half of our leave time! It is difficult to believe, but these are the losses incurred by you and me. Is it not time to begin not only counting our money, but also keeping a household time budget?

We have recently become too involved with increasing the number of self-service stores, departments and sections, an increase which makes us all happy. We have not found a way to count the lines in the old stores and the fine new stores, however. We have not yet made an important statement about the line, which robs us of our time and our health.

It is not just a matter of the number of stores, of course, and not just the variety of goods. It is a matter of the desire and the ability to serve the

customer with respect and esteem. It seems to me that we have still not gained a very clear understanding of the very essence of the concept "service," of the measure of its quality and quantity. Unlike commodities and goods, which are tangible and visible, a service is a piece of work, an operation, an action: wrapping, packaging, measuring, sewing, washing, dyeing, delivering by vehicle or on foot.... Sometimes it is simply a piece of advice.

A significant portion of the services are rendered without payment. What kind of economics is this!? Should we have to pay the clerk for slicing and wrapping the sausage, for tuning the television set? This is just why the clerk stands there facing the customer, to do just that! It is not enough just to stand there, however. The clerk needs to know how to provide the service and must be taught this. Knowledge, training and psychological understanding are needed. The service is advantageous to both parties.

I shall tell you about a person very near and dear to me, a woman of 70 years.

She was recently planning to buy a coat with a mink collar. She was not looking for something rare or extraordinarily stylish. She simply wanted to buy a comfortable item, well-made and elegant in its own way. I need to point out that the Moscow stores have not experienced a shortage of such goods since the fall of 1981. I would go even further and say that women's coats with mink collars have been jammed together on the racks in the sales rooms--there have been this many of them. There was no suitable coat for an elderly person, however, not even in the largest department stores. After wearing out her patience looking for what she wanted, the elderly woman, annoyed at the trade system, went to a tailoring shop, placed her order and is now waiting for the coat to be made. The store could not take the significant amount of money--250-300 rubles--offered to it!

Overall, these rubles add up to more than one million. Both commodity turnover and monetary circulation is slowed, and the trade system does not fulfill its plan.

It is not a matter of a shortage of goods at all. It is a matter of unsatisfactory services or the absence of services. You say that is not very clear?

Stores which trade in standard clothing should also sell semi-finished products and adjust them to fit the figures of "nonstandard" people--the elderly, the stout.... The operation of such a store should be based on a system of services--the making of a semi-finished item into a finished product. Would there be a demand for the services of such enterprises? Would such services be profitable? With thorough cost-accounting and flexible price-setting--unquestionably.

Take a look at the doubt-filled and hesitant eyes of the young people who mill around in the household appliance departments. I am certain that poor service is holding up the purchase of a color television set, a refrigerator, a washing machine.

Today, many goods cannot be sold without also providing a group of services to the customer. These are a part of the item. They determine and enhance the



effectiveness of its use. As we give little attention to services and to the quality of the services and ignore the lines and losses of time, are we not being imprisoned by backward economic thinking? Far from all of the stores have reorganized for operating under the new conditions. It is as though they miss the shortages, the times when products were "snapped up." They arrogantly tell the customers to take what they are offered or even to take whatever they can get.

This psychology, dictated by scarcity, has produced a laziness in managerial thinking and the dangerous theory: "The greater the amount we produce and sell, and the more expensive it is, the better." Greater amounts of more expensive items far from always mean better, however.

Let us return to the figures. Approximately 16-20 billion of the 40 billion man-hours represents time lost standing in line to make purchases. These are useless losses! They can certainly be counted, however, and they are not simply fated to be. We need to apply normatives in this matter, and such normatives have been worked out for us.

It is difficult to understand the simple fact that the conservation of time is also worth money. Time losses can actually be assessed in terms of money. Each hour the customers spend waiting in stores (Remember that these amount to billions of man-hours!) can and must be turned into work time for the trade workers, with mutual benefit. If the customer does not have to stand in line but can have the purchase delivered to his home--with a small mark-up, of course, depending upon the kind of item purchased and its weight--the store's turnover is increased. When we buy things from cases and boxes in doorways or on corners, we pay an extra kopeck for each item. We are supposed to be paying the kopeck for home-delivery. We willingly pay for even such a service as this, although the effect is an illusory one. Home-delivery has not become a universal system. It is claimed that there are not enough workers or enough small-scale transport equipment even without this.

Upper-grade students and students at vocational and technical schools, tekhnikums and VUZ's could be hired to perform this service at an hourly wage, however. In Brest, for example, students are hired to work in the trade system during their vacations--and with great success.

There is an entire mathematical-statistical theory for regulating waiting time in various situations. At the end of the 1960s and the beginning of the 1970s, in the wave of overall application of mathematics to the science of economics, a researcher is even supposed to have performed some successful experiments with this theory, using students and graduate students.

The optimal number of clerks, checkout stands and cash desks was determined for the service stores. There was only one objective--to reduce to the minimum the amount of time spent in lines. Unfortunately, this did not go beyond experimentation, although it would not have been difficult at all to apply it, if not at all stores, at least at the progressive stores. And we have billions of man-hours spent waiting, spent languishing in lines, each year.

I recently visited the new company (firmennyy) stores in Sofia. I then met with Professor Videnov, prominent Bulgarian economist and one of the leading directors of pricing policy. We had a frank discussion about socialist enterprise, the new management ideas, which reject shortages and the selling of products "right off the truck." We talked about how the time for services has arrived and about the new criteria and indices which give priority to the consumer's interests. Company stores with a system of new services have literally transformed Sofia's trade system in recent years. The "Vitoshi" company stores and stores selling new footwear and "luxury" sporting goods are operating with good prospects. One can also buy fashionable accessories--belts, purses and gloves--in these stores. One can be measured there for a future style of men's shoes or women's slippers. They cost more, of course, but these are unusually elegant in style and have extremely durable soles. One can also purchase more extravagant items. At Sofia's Central Department Store one can also place such an order for a man's shirt. Simply select the style and the fabric.

The consumer can see what sort of service this is, and he votes for the service with his money. We should be less timid in such matters. We should have more experiments, including experiments involving contracted prices, and we should have greater flexibility! Then we could have a store in which a comfortable insole could be selected for an elderly person at an additional price, where narrow shoes could be stretched, where a fastener could be adjusted. This would mean convenience for the customer and extra earnings for the trade system. It would make it possible to provide incentives for those who organize and provide such services. Home deliveries alone could add 1.5-2 billion rubles to earnings. These services would save time and save people's nerves.

The wasting of work time and non-working time, including spare time, is inadmissible in the socialist society. A drastic reduction in such losses is an important requirement for the strengthening of labor and production discipline and for increasing labor productivity. If less non-working time is wasted in lines, greater strength can be preserved for the work, and there will be more opportunities for utilizing spare time.

The effect of the time conservation law--and it leads directly to increased productivity for public labor--is becoming a crucial factor. How the service system promotes this is important. A psychological climate of benevolence must be created at service enterprises. In the stores, dining halls and cafes we need true hospitality, comfort, a pleasant interior and helpful advertising. These extra-economic factors, which do not lend themselves to calculation, are actually crucial. We should therefore not hesitate to spend money to train workers for this field, but should rely more upon the benefits which attention to the consumer psychology promises.

It is a great pity that even in the large department stores, which in many cases define the city's trade makeup, there are no public consumer councils. These could help to reveal the causes of conflicts and give the trade workers information about themselves, about how they appear from the sales floor. The consumers would be closer to those who produce and sell the goods. Representatives of associations, factories and plants could hear about their products things which even the commodity experts do not always know. Our friends in the Bulgarian People's Republic have some experience in this area.

The more technically complex and therefore, the more expensive, a product is-- a color television set, a video recorder, an air conditioner, a music system or a microwave oven, for example--the more comprehensive must be the services performed to prepare the item for sale, to sell and adjust it and help the customer operate the product. This will make the use of the item more effective and extend its service life, and the greater will be the use factor and the more time it will save the owners.

Selling as much as possible is no longer so much the main thing in the operation of trade enterprises (although this cash, budgetary aspect is also unquestionably important). Helping the customer make the most effective use of the products is also becoming one of the chief tasks. Service quality must be ranked on a level with commodity turnover and profit. We must thoroughly study the consumer himself, his tastes and inclinations, his reaction to changes in the assortment and the price of goods. We need to more accurately consider the actual improvement of product quality: innovation, stylishness, durability, comfort, reliability and universality. One extremely significant conclusion comes out of this: The consumer must take an increasingly more active part in the development of planning and management decisions with respect to renewing the product assortment.

We should make a better study of the consumer's reaction to the service provided to him. Consumer tastes are now changing with amazing speed. This is understandable. The incomes of the Soviet people are growing, and the people are becoming better educated and informed. Our way of life and leisure are becoming more technically oriented and more convenient. The level at which the urban and rural apartments and houses are provided with technical equipment is fairly high. The stage of familiarization and initial demand has passed. People are now buying additional items or replacing what they already have. They are not purchasing a refrigerator for a home in which there has been none but another refrigerator with a larger capacity and a defrost button. They are not buying just a radio but a stereo system. Video tape-recorders are being bought to go with the television sets. The pursuit of material goods, the prestige of owning them, the agitated demand and rapid commodity turnover rates have been replaced by a calmer, more restrained attitude toward clothing, furniture and jewelry. Consumer demands have become more functional and strict. Demand has become elective. The quality criteria are now the most important. Let there be fewer goods, but let them be more simple, convenient and functional. And more attractive. We want to have a more individual look. We are being taught by time, by production and by consumption itself. Our value criteria are being replaced. Our attitude toward our personal wardrobe is changing. We now understand that the more fashionable and extravagant an item, the shorter the time it will last. We now understand that it is not the mere possession of some sort of super-item which makes an individual important and interesting to other people, but his deeds and actions.

There should be no voids in consumption or passivity in the service system. Confusion in the camp of the producer is immediately transmitted to the consumer. He must be drawn away from the socially negative channels for satisfying his needs--away from the speculators and the black market. A struggle of ideologies is also underway in the area of consumption. It takes especially acute forms

in this area. The enemy takes advantage of everything--an inadequate level of awareness, especially in the young, thoughts of living the "beautiful life" of a star, the germ of conceit, and the greed of some of the people. The question "Why is this 'brand-name' item not ours, not Soviet-made?" is especially frequently and painfully asked by the youth.

The consumer is sovereign in our nation. His rights are reliably protected by the law and by the active public. His interests are the interests of the socialist state. It protects his rights in each specific case with special norms: trade and service regulations, a system of standards, special regulations and rules developed locally. We can still not say that the warranty period, the right to return items, services, penalties and fines have been perfected. We need to have a good knowledge of those things which are already in effect, however, and apply them when necessary. For this purpose it would be a good thing to have, if not a law protecting consumer rights, then at a least a code of consumer rights and obligations. And their study should begin in the schoolroom.

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## HOUSING AND PERSONAL SERVICES

### LETTERS POINT OUT HOUSING CONSTRUCTION, ORGANIZATIONAL FLAWS

Moscow TRUD in Russian 4 Aug 83 p 2

[Article by A. V. Viktorov, secretary of the AUCCTU: "Bringing the Joy of New Homes Nearer"]

[Text] The secretary of the AUCCTU, A. V. Viktorov, answers questions of TRUD readers concerning housing and civil construction and the role of trade unions in this area.

"When studying the plans for the development of the national economy I noticed that the amounts of capital investments have decreased somewhat. But we are building as much as before: the Baykal-Amur Mainline, main gas lines and immense plants. It occurred to me that the volume of housing construction would thus have to decrease!"

A. Kovalev, metal worker, Stavropol

As long as man exists, the housing problem will also exist. In all times and in all societies except the socialist society, the inhuman principle of distribution of housing remains unshakeable: palaces for the rich and shacks for the poor. And only under the conditions of socialism has it become possible to solve this critical social problem in the interests of the workers. And, as Yu. V. Andropov emphasized at the June (1983) Plenum of the CPSU Central Committee, we have made immense progress in the matter of improving housing conditions for the workers. But still the housing problem remains crucial for many. In the near future we will have basically solved this problem, and each family will have a separate apartment.

We know the unenviable housing legacy that was left to us from old Russia. On an average in the country per one "working soul" there were only 2 square meters of dwelling space. In order not to encumber the discussion with figures, which, however, one can certainly not do without, I shall say only that during the years of Soviet power the urban housing fund alone has increased 13-fold, 80 percent of the population live in individual apartments, and today in the cities there are 13.5 square meters of dwelling space per resident, and in the country -- 14.6. By the end of the five-year plan these indicators should be evened out -- in the upward direction.

Even this year construction workers are to put into operation an overall area of 106.6 million square meters of dwelling space, general educational schools to accommodate 795,000, hospitals with 52,000 beds, therapeutic institutions and sanatoriums, kindergartens and day nurseries, and many other facilities for cultural and domestic purposes. I must note that this is certainly not less, and is even more than the average amount of construction since the beginning of the five-year plan.

Many ministries such, for example, as the USSR Ministry of Rural Construction, the USSR Ministry of Construction and the Ministry of Construction in the Far East and the Transbaykal Regions are coping successfully with their assignments. They are given good assistance by the committees of the trade union of workers of construction and the construction materials industry of the Ukraine, Belorussia, Latvia, Moscow, Leningrad and Tashkent.

But there are organizations which are always failing to fulfill plans for housing construction. And if less housing is being opened in some places, it is not because our plans are being reduced, but because some people take an irresponsible attitude toward their fulfillment.

Last year the Ministry of Heavy Industry Enterprises and the Ministry of Industrial Construction did not provide all of the planned dwelling space, and the planned volumes of construction are not being provided by the Ministry of the Gas Industry, the Ministry of the Petroleum Refining and Petrochemical Industry, the Ministry of the Meat and Dairy Industry, the Ministry of the Machine Tool and Tool Building Industry and certain other ministries. The implementation of the program for social and cultural construction causes special uneasiness.

It would be wrong to blame only the builders for all these shortcomings. Trade union organizations are also partially to blame for the fact that during the past 2 years of the five-year plan the amount of dwelling space that was put into operation was almost 13 million square meters less than was planned. But here we are switching to the answer to the next question.

"We customarily take all housing problems to the trade union committee. But the trade union organization does not construct buildings, and it turns out that we ask certain people for housing, while it is constructed by others. Do the trade unions have the possibility of influencing the course of housing construction?"

K. Smirnov, engineer, Kaluga

Planning, construction and distribution of housing should all be under the unwavering control of the trade unions. The large tasks set for us in previously adopted decrees of the CPSU Central Committee and the Presidium of the AUCCTU require that actively take advantage of the right granted to councils and committees of trade unions and trade union committees of enterprises to control the course and quality of construction, and the fulfillment by executives of the corresponding sections of collective agreements.

Unfortunately, they frequently forget about this right (which is essentially an obligation). Here is just one fact: in the RSFSR there are 77 trade union councils, and last year 59 of them did not once consider how the fulfillment of the plan for housing construction was proceeding. This was not done in those oblasts where there was less new housing than planned --Kalinin, Kaluga, Pskov and others. One can also reproach trade union councils for inadequate attention to housing construction in Azerbaijan, Turkmeniya, Tajikistan, Moldavia, Kirghizia and a number of oblasts of the Ukraine and Kazakhstan.

Even certain branch trade unions, which one would think would be vitally interested in improving housing conditions for workers of their enterprises, provide weak supervision of the construction program. The central committees of the trade unions of workers in the petroleum and gas industry and the food industry deserve to be criticized.

But control, however important, is only part of the matter; organizational work is also needed. Here, of course, the trade union of workers of the construction and construction materials industries should play their role. After the publication of the decree of the CPSU Central Committee regarding housing construction, the trade union central committee organized a competition of the largest main boards of Moscow, Moscow Oblast, Leningrad, Kiev, Alma-Ata, Tashkent and Baku. In Krasnoyarsk, Abakan, Sayanogorsk and other cities of Siberia they began a comprehensive competition of construction workers under the motto "New Housing - 83." The excellent experience of the collective of the Orel'sel'stroy Trust in regular release of housing for workers in rural areas was recommended for dissemination everywhere.

And not so long ago the Presidium of the AUCCTU approved an undertaking of construction workers of Lipetsk Oblast, who made a commitment to increase the volume of rural construction 2.5-fold. This initiative was discussed in detail in TRUD.

In addition to competition, mass introduction of brigade autonomous financing is still a large concern of the trade union. Here the greatest success has been achieved by the trade union committees of the Moscow, Tallinn, Kharkov, Donetsk, Minsk and other housing construction combines. But there are still quite a few organizations -- for example, Glavstrakhanstroy, Glavseverovostokstroy, the Turkmen Ministry of Rural Construction and others -- where the trade unions do not deal adequately with the brigade contract, and in general exert almost no influence on the fulfillment of plans for housing and civil construction.

"Our building was released at the end of 1981 and was not inhabited until a couple of months later. We were not happy for long, since they soon began repair on the upper stories -- everything was cracked and crumbling. Then I repaired it again myself, for which I paid 100 rubles. But still it was necessary to replace the floors again. But where do we get the boards and money? There are six people in my family. Why should my children suffer because of someone's defective work?"

V. Shakirov, Beloretsk

Unfortunately, quite a few such letters which, in addition to gratitude for the concern about improving housing conditions, express indignation about the poor quality of the work, come to us in the AUCCTU. Of course, one cannot blame only the builders -- the quality of the buildings is also determined within the walls of the planning organizations and at the construction material plants.

One must say that we have experience in excellent construction in Moscow, Kiev, Alma-Ata, Vilnius, Minsk, Togliatti and many other cities. In Moscow, for example, they are continuing to introduce a unified catalog of standardized industrial items, on the basis of which they build buildings that are more comfortable, with improved planning of the apartments. Schools, children's preschool institutions and other buildings are now being constructed with items from the catalog.

But still there are many complaints against the planners and architects. Above all, they are about the monotony and lack of expressiveness of the building, the unjustifiably complicated solutions in the standard plans, and the increased cost of construction because of the poor development of technical documentation.

The poor quality of the construction itself has now become the talk of the town. Only 60 percent of the buildings when released for use are evaluated as "good" or "excellent." And if one takes into account that the commission practically never gives "D's" it becomes clear what a "C" is worth.

Last year after the quality of construction was inspected, work was halted on more than 3,000 projects. Because of defective and incomplete work, 685,000 square meters of dwelling space were excluded from the reports on fulfillment of the plan --- in Kemerovo Oblast, Altay Kray, Latvia, Uzbekistan and Kazakhstan. We know that at the end of last year state commissions accepted for operation about 100 buildings on which the finishing work continued on into January, February and March in Ufa, Krasnodar, Penza, Volgodonsk, Kurgan, Gomel and other cities.

One cannot say that these sins go unpunished. By decrees of Gosarkhstroykontrol', about 3,000 engineering and technical workers of construction projects and enterprises of the construction industry were given administrative penalties, and dozens of people were taken to court.

It is necessary to increase even more operational and social control over construction projects, to create control posts at all sites, and to discuss the quality of construction at workers' meetings. Much can be improved in the practice of accepting buildings for use. According to the established policy, state commissions should include representatives of trade union committees of enterprises (of the client) or the council of trade unions. This makes it possible for the trade unions to oppose the introduction of buildings that have incomplete work. But the trade union councils and trade union committees almost never take advantage of this right -- apparently they want to maintain neutrality, which does them no honor.



But there are ways of enlisting rank-and-file trade union members in control over the course of construction. They include, for example, the many years of practice whereby the construction workers issue certificates of guarantee for new dwellings, a practice which has produced good results. Or a completely new idea -- the Leningrad experiment, in which the dwelling space is distributed before the release of the building and the apartments are finally finished with the wishes of the new residents in mind.

This experience should interest trade union committees and councils.

"I have read that there is such a thing as individual construction, but I do now know exactly what it is. Does it exist only in rural areas, or can it be found in the city as well? Under what conditions? Do trade union organizations handle this type of construction?"

M. Sokolov, milling machine operator, Tula

Up to this point we have been discussing problems which are discussed a great deal and frequently. But this question was selected from dozens of others about construction, simply because, in my opinion, it is rarely mentioned in the press. And this is certainly no accident. In keeping with the decree of the CPSU Central Committee, individual and cooperative construction is assigned a large role in solving the housing problem -- in any case, these kinds of construction can ease the problem considerably.

Kolkhozes, sovkhozes and other enterprises and organizations can construct individual residential buildings for their workers and assign them for permanent habitation. The managers are given the right, with the agreement of the trade union organization, to grant material assistance free of charge to individual builders.

In general, individual construction is encouraged in rural areas and small cities, but all the conditions exist for its expansion. But in spite of this, on the contrary, it has been decreasing in our country in recent years. While individual residential buildings with an overall area of 16.2 million square meters were constructed in 1981, last year there were only 14.8 million.

What is happening? Apparently this is a matter of inadequate attention to this kind of construction both on the part of managers of enterprises, sovkhozes, kolkhozes and enterprises, and on the part of trade union organizations. There is the opinion that once there is individual housing, the people who wish to acquire dwelling space should be the first to think about it. Therefore no explanatory work is done in the collectives, and there is no information about the benefits granted to individual builders.

Cooperative construction is not developing as rapidly as we would like. Moscow has interesting experience in solving this problem. Several years ago an administration for cooperative business was created under the Moscow gorispolkom, which took responsibility for control over the construction, distribution and utilization of buildings of the housing construction cooperative. The results of this experience inspire hope: the waiting lists

for apartments, even those in shortest supply -- single room apartments, have decreased appreciably.

But in the country as a whole there is always a considerable quantity of dwelling space that is not released to housing construction cooperatives.

This, of course, does not correspond to the position and purpose of cooperative construction which were assigned to it in solving the housing problem. For the USSR Council of Ministers adopted a special decree which established additional benefits for members of cooperatives: the initial payment was reduced by up to 30 percent of the overall cost of the apartment; the time period for paying off credit was increased to 25 years; and managers of enterprises and institutions were granted the right, with the agreement of the trade union organization, to render assistance free of charge to people entering the cooperative.

But many enterprises are taking a passive position with respect to cooperative construction. For example, in the plan for 1981 of the USSR Ministry of Power and Electrification it is written: to construct cooperative buildings with an area of 5,700 square meters. Last year the assignment was reduced to 3,000 square meters. And what happened? During 2 years the ministry did not construct a single building. This matter is not being handled any better by the USSR Ministry of Nonferrous Metallurgy, the USSR Ministry of the Fish Industry or the USSR Ministry of the Petroleum Refining and Petrochemical Industry. Some trade union central committees do not even know at which enterprises and how many people wish to become members of housing construction cooperatives.

The significance of cooperative construction (and not only housing) was emphasized by General Secretary of the Party Central Committee Yu. V. Andropov in his speech at the June (1983) Plenum of the CPSU Central Committee. This is practically an undeveloped area of activity for trade unions.

In conclusion I wish to say that construction workers of the country are working much more smoothly and better in implementing the decree of the CPSU Central Committee, "On Measures for Providing for Fulfillment of Plans for Construction of Residential Buildings and Social-Domestic Facilities."

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## HOUSING AND PERSONAL SERVICES

### BLAME FOR FAMILY QUARRELS IMPUTED TO WORKING WOMAN

Minsk SOVETSKAYA BELORUSSIYA in Russian 21 Aug 83 p 2

[Article by D. Manayeva: "This Difficult Family Happiness"]

[Text] Passionate Monologues

It has been a long time since I have held such spirited letters in my hand. What passionate judgments, what polarity of views! If everyone could have his say, what a heated discussion would arise. But why not try to do this? Let it be not dialogue, but only monologues. Take a careful look at them, please.

"Women's emancipation, which leaves no peace for many men, is in fact double enslavement. The man is on a business trip and the wife is on a vacation. If only because she did not have to hang around the kitchen for 3 hours. He never goes in there. This is not a man's work. But what is a man's work in a modern apartment -- driving nails into the wall? It is easier to do it yourself than to get him to do it. And outside the home? When you go to work in the morning, who is the first to shove his way into the trolley? Of course it is the men who make their way through, pushing and shoving. And I do not remember a time when a woman was allowed to go first. Sometimes you hear men say: where are those women who are gentle and shy? And they have no idea that they themselves made us the way we are.

A. B. "

"It seems to me that today's women are different from men only anatomically. They do not want to bear children and do housework, having transferred these duties to the mothers, grandmothers or husbands. What kind of "keepers of the family hearth" are they?

V. Sh."

"Here is a model modern family. There is complete material abundance in the home. They love one another and their children. And suddenly ... she begins to smoke. He is against it. She comes home smelling of alcohol. He is against it. She squeezes herself into jeans which cover her body but conceal nothing. He is against it. All her arguments "for" have to do with fashion

and equal rights. Our beloved women are too self-centered in their understanding of equal rights.

K. P."

"Yes, indeed, we are now free and independent. A wonderful time: you study and you work. But we must perceive this freedom in a special, female way. But in fact we sometimes forget who we are. It seems to me that every woman should be glad that she has a family, children and a husband, that she has someone to be concerned about. Were it not for such feelings -- what would be the reason for living?

V. G."

As we can see, the subject of the debate is the relations between husband and wife in the family, their rights and responsibilities. This debate began in our newspaper a year ago, after the publication of an article entitled "The Woman: At Work and at Home" and a letter from a 20-year-old student, "I Want to Have a Career!" Then the debate flared up with new force when we printed an article by S. Barannikova, "Out of This World."

The heatedness of this public discussion is no accident. It reflects the crucial nature of the issues that are touched upon. The role of women in our society has changed. The path they have travelled during the years of Soviet power is phenomenal. In their spiritual and intellectual development they have not only caught up with, but in some ways have surpassed the stronger sex. For example, three-fifths of all the diplomas for higher and secondary education can now be found in women's purses. At the beginning of the century one of the investigators of the women's question in Russia predicted: "It will take 280 years to make women literate." The prophet was mistaken. The Soviet woman has established herself in a much shorter period of time, realizing in practice her equal rights with men in labor and education. It is now difficult to find a sphere of activity where a woman cannot compete with a man. Even in the glorious club of cosmonauts we have our courageous modern women. The unprecedented spiritual advancement of the Soviet woman is a matter of pride for the entire Soviet nation.

But there is an area where women do not feel equal to men. This is the family. Here her "overload" is clearly greater than that of men. And here she rebels and demands that the traditional roles and duties in the family be redistributed. But the man is not ready for this, and he finds such women difficult. And she does not find it easy to live with him either.

This explosive atmosphere in the family, which appeared as a result of the emancipation of women, has long been a subject for research of sociologists, demographers and psychologists. It is also clearly depicted in our art, that seismograph of social life. We might just recall the novel by S. Zalygin which appeared at the beginning of the 1970's, "The South American Variant," with its intense interest in the domestic life of the modern working woman. Or the just published work of M. Slutskis, "A Trip to the Mountains and Back," which scrupulously traces the evolution of the female spirit, of our modern



woman. Even before this, people in the movies dealt with this subject. It was proclaimed loudly in the movie, "A Strange Woman," which provoked bitter discussion among critics and viewers. Then the talented Natal'ya Gundareva poured fat on the fire with her ambiguous heroines from "Sweet Woman" and "Citizeness Nikanorova is Expecting You." Even now cinematographers are not forgetting about the figure of the independent business woman, bewailing traditional family relations. All this shows the social significance of the problem.

The letters that come into the newspaper are cases of a different order. Each of them reflects a specific destiny, but when gathered together they reflect a particular phenomenon. For if many are wounded, it means that many are in pain. But these letters contain more than just confessions and cries of pain or anger. There are also attempts to find an escape from the complicated situation. Some people suggest their own reforms of family relations, which are sometimes fairly unexpected....

"Give Me Your Purse!..."

Do not think that this is the threatening shout of a criminal who has overtaken his victim in a dark alley in the dead of night. No, this phrase originated in the light of day, and belongs to a woman who, true, did not wish to give her name, but who expressed herself fairly vociferously.

"Pay attention!" -- she writes. "All journalists notice the bag, heavy with household money, in the hands of the woman. But also in her hands is a purse with her own and her husband's earnings. Can a man fill these bags if before dinner he has a ruble in his pocket, and after dinner -- 'bus fare'?..."

This purse containing the family incomes deeply disturbs the writer of the letter. She thinks that wives should never be entrusted with it because by nature they are extravagant and wasteful.

"...Look at how women are dressed!" -- exclaims our disturbed reader. "The hat costs 100-200 rubles, the coat or fur--at least 500 rubles, the shoes--100 rubles and more, and then come the rings, earrings, elegant dresses, and cosmetics. And take a look at the man: worn-out shoes, tattered suits ...."

When you read these lines you immediately get a lump in your throat from compassion for the poor men, and you are almost ready to agree with all the conclusions of the angry speech. For it is a woman accusing women. She ought to know all about her sisters! And here is a constructive suggestion:

"Women, give your purses to your men! And let them be the heads of the family; they were born to this. Let them be in charge of the money and solve all the family problems. And then men will be masculine and women will be feminine."

Ah, how nice it would be to place on those broad male shoulders all household concerns -- more than one working woman would probably breathe a sigh of relief after reading this suggestion.

But what will the men say; how will they receive this efficiency proposal in the area of family life? I am trying to imagine their reaction. But then why imagine! It is better to give the floor to one of them who is impatiently requesting it. The Minsk resident, M. A. Vereskov. Judging from his letter, he too is deeply bothered by the subject that has been touched upon. "A man can do anything. I do not believe in men who avoid dirty work: they simply do not exist," he declares categorically and very reassuringly. One then expects a "purely masculine" discussion: the man is ready to take on the heavy burden of family concerns, ready to protect his delicate wife from overloading with work, so that the tenderness and softness in her will not die out, so that their love will not fade. But after reading a couple of lines of the letter, I am convinced of how old-fashioned my ideas about men are. The modern representative of the stronger sex thinks differently.

"Of course, the man should be able to do a lot," M. A. Vereskov continues. "But this does not mean that he should satisfy any feminine whim. It sometimes happens that when you show a woman that you can do something, according to ancient feminine logic, this becomes your daily duty. So is it not better to act as though you can do nothing, and that nothing turns out for you?..."

And so: hide, sink to the bottom like a submarine, and about your abilities, for example, driving a nail into the wall -- not a word will be said. Otherwise it's all over: any woman will twist and torment you with more and more requests. And this husband does not need the family purse (it is so much additional trouble); he would probably do without new trousers and shoes, if only they would leave him alone.

Two letters and two programs of action for married couples. At first glance, the programs seem to be opposite. But in essence, speaking seriously, they are similar in their approaches to family life: both writers are looking basically at its external side -- money concerns and the distribution of duties between man and wife. Incidentally, questionnaires of married couples conducted by sociologists usually disclose a blatant contradiction in their evaluations of their participation in household affairs: men are convinced that they are "up to their ears" in them, while women complain that "they have to carry the entire burden themselves."

How does one help both parties here? Perhaps by developing a special system of measures? For instance, they could use a household scale to weigh how many kilograms of potatoes were peeled by each, use a stop watch to register how much time each stood in line for tomatoes, how much time they spent on straightening up the apartment, and so forth and so on. All this could be calculated, totalled, and divided arithmetically. Would these mathematical operations suddenly give a formula for family happiness?

If a marriage were a business contract between two agreeing parties, one could exclaim: "Eureka!" But the entire preceding logical structure is invaded and destroyed by such an ephemeral thing as love. How does one measure the tenderness which shines in the eyes of one who is loved when he meets you at home? Or his gnawing concern, which cannot even be expressed in words,

regarding your failures in work, and his exultant joy when you have won a victory? And yet it is precisely this "delicate material" which is not subject to measurement, which, in the final analysis, is the guarantee of the union between the two. Only when there is this spiritual closeness, a readiness to understand and share with one's beloved his sorrow and joy, does the family become a "repository of happiness," a refuge for the soul, a clinic for all kinds of nervous overloads. Only in this case will nobody weigh on the "household scale" his share of the work in the household, or shirk his duties regarding the children.

Unfortunately, people frequently arrive at this truth by the thorny path of trial and error.

### Insight

"Until recently my life has had a lot of ups and downs. Of course I was to blame for all of it. I have come to this conclusion now, but before I was ready to blame anybody but myself...."

This is how Mikhail Z. begins his confession. He was married for the first time when he was quite young, to a young girl. Neither of them was ready for marriage, and with the first difficulties they began to quarrel, and could find no way of dividing up the "sphere of services." And when their daughter, Irochka, was born, their troubles tripled, the conflicts between the young couple became bitter and drawn-out, so that soon their unstable home collapsed. Soon he met another woman, and new hopes were sparked. Intelligent people advised not to be hasty and to think about it. But what was the point in that! "Naturally, I did not bother to think about it. Why think? I was happy. And what came from it --- nothing...." A chance, hasty encounter, and soon bitter disenchantment. But at first the disenchantment was only in her, his newly chosen one. A couple of years passed, and this family also collapsed, before the husband could understand that he was at fault as much if not more than his wife. He thought that a family is a boxing ring, where a blow must be countered with a blow, where the championship must be defended each day. Later, already in his forties, Mikhail gained an insight. He discovered for himself that generosity, tenderness, readiness to give more to the loved one than one receives himself and a sense of duty to those close to one are the things that make a family stable.

"I married for the third time," the writer of the letter continues his confession. "My wife is studying at an institute, and I stay home with my son in the evenings. I am very tired, but I do not complain. I enjoy helping my wife. Now I know how good it is when they wait for you, when they are glad to see you, and you hurry home to your family. This is probably what happiness is. I am very sorry that it came to me so late. I am trying to live the rest of my life in such a way that my beloved will never be sorry she became my wife...."

Summarizing this story, one could say: a happy ending for an unhappy person. If only his little daughter, Ira, and his little boy, Andrey, were not waiting for him in different houses, and if the father himself did not miss his abandoned children.

A person pays dearly for his mistakes.

But can they not be avoided? This question can be found in almost all the readers' letters which are lying before me. Here is one of them, from a young worker, Anatoliy Shevchonok:

"It is necessary to create immediately and urgently a family service or an institute of family and marriage in all cities and rayons. Physicians, psychologists and sociologists should be enlisted to work in them," he writes. "It would not be bad if, in addition to books on tasty and healthful food, each family had books such as "A New Book on Marriage." And this should not be a rare book, but be given to all who are entering marriage, so that they could acquire knowledge from specialists, and not from their more "experienced" men and women friends..."

This letter is no random occurrence in the editorial mail. It is rather a sign of the poor preparation of young people for family life. One could give a lot of proof of this. But I shall limit myself to one piece of evidence. In one of the VUZes in the capital, sociologists asked students if they experienced a need for special knowledge about family life. The results of the questionnaire impressed the investigators: 91-95 percent of those questioned replied in the affirmative, and they requested that a course on psychology of family life and psychological health be included in the study plan.

And these are present-day brides and grooms who will soon be young marrieds and will begin to discover for themselves in practice not only the joys of family life, but also its inevitable difficulties. Of course, they need help right now. We need a well-organized family service. But so far we do not have one. There are separate units: the republic center for questions of the family and marriage, which deals mainly with the medical aspect of the problem, and also young family clubs at certain registry offices and houses of culture. But all these are disjointed and uncoordinated, which our newspaper discussed a year ago. Considerable hopes are inspired by the new course for senior classmen, "Ethics and Psychology of Family Life," which was recently included in the school program. But so far this is only an experiment.

The only path that remains, however difficult it may be, is self-education and personal experience. The union of people in love is predisposed to this. Psychologists think that the family is the best school of shared life between humans, a school of humanism. But one must enter this school with a desire to learn, and not only to teach and demand. This idea is expressed by our reader from Bobruysk, the teacher A. Ioselev:



"We know that a person comes to school in order to learn something. The same is true in the family. But the teacher and the student must be especially patient and sympathetic. This pertains equally to men and women."

This is wise advice, to which we should pay attention.

From the Editorial Staff

On 7 September 1982 our newspaper published a letter from a female worker of the Sergeyevichskoye peat enterprise in Pukhovichskiy Rayon, A. Alekhno, and an article by the chairman of the trade union committee of the Minsk Mir production association, N. Golovatskaya. These articles initiated a discussion of the subject "The Woman: At Work and at Home." Many responses have been printed in the past -- letters, articles, correspondence about the position of women in production and in society, the conditions for their life and labor, family relations, and so forth. How are these problems being resolved under the conditions of the labor collective? This is the subject of the "Day of the Open Letter" which the editorial staff plans to conduct at the Minsk refrigerator plant in conjunction with the enterprise party committee and trade union committee.

Keeping in mind that these issues go far beyond the framework of a single collective and represent a large public concern, the editorial staff is inviting all of its male and female readers to participate by correspondence in the "Day of the Open Letter." Write about your work, the production and living conditions for women at your enterprise, joys and sorrows, child rearing, and good and bad examples of medical, trade and domestic service. What are your wishes for the enterprises and institutions, and on what does further improvement of the labor and life of women depend? Send your letters to this address: 220041, Leninskiy Prospekt, 77, editorial staff of the newspaper SOVETSKAYA BELORUSSIYA, with the note: "Day of the Open Letter."

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## CONSUMPTION TRENDS AND POLICIES

### UKSSR FOOD INDUSTRY MINISTER REPORTS ON ECONOMIC EXPERIMENT

Moscow EKONOMICHESKAYA GAZETA in Russian No 48, Nov 83 p 6

[Article by N. Kulinich, Ukrainian SSR minister of the food industry: "Greater Rights--Greater Responsibility: The Experience of the Ukrainian SSR Ministry of the Food Industry in Preparing for the Economic Experiment"]

[Text] The Ukraine's food industry is an important component of the nation's agroindustrial complex. It accounts for one fifth of the total production volume for the USSR Ministry of the Food Industry. In accordance with the Food Program assignments the republic's food industry must assure rapid rates of development for all of its numerous branches. Production volume is to grow by almost one fourth at enterprises of the Ukrainian SSR Ministry of the Food Industry during the current five-year period.

The labor collectives are working persistently to accomplish the tasks set for them. The goals outlined in the five-year plan for the first 2 years of the five-year period were achieved.

The Ukraine's food industry is also performing well this year. During the first 10 months of 1983 production output grew by more than 200 million rubles, compared with the corresponding period of last year, and the plan for the entire basic list of products was fulfilled.

While giving due credit for the achievements, we can also clearly see unutilized reserves and failings in our work. For example, we still have enterprises which are not fulfilling the planned assignments for production output, which violate technological discipline and produce food items which do not conform to the established standards.

The use of reserves within the production units will permit the republic's food industry to increase production output and enhance work effectiveness and quality.

#### Under the Conditions of the Experiment

The Ukraine's ministry of the food industry is one of five ministries in the nation in which an experiment is to be performed, beginning next year, in accordance with a decree passed by the CPSU Central Committee and the USSR Council of Ministers. The experiment involves increasing the authority of production

associations (enterprises) in the planning and management work and increasing their responsibility for the results of the work.

In the experiment the production associations and enterprises are to have a significantly greater role in working out economic and social development plans at all stages of the planning, and they will be charged with increased responsibility for providing the national economy and the population with food products and fulfilling plan assignments with fewer outlays of labor, material and financial resources. There is to be an increased role for economic normatives as an extremely important means by which the five-year plan can affect the economic operation of the production associations (enterprises).

A limited number of indices designed to assure production output which measures up to the public demands and improvement of production effectiveness have been defined for the production associations (enterprises). We have calculated that 28 indices were previously established in the annual plans for the production associations (enterprises), while the number will be reduced to nine under the experiment.

The management work of associations and enterprises operating under the terms of the economic experiment will be assessed by higher organizations and local agencies when the results of the work and of the socialist competition are totaled, primarily the fulfillment of planned assignments for sales of output volume based on commitments for deliveries of products by list (assortment), quality and schedules in accordance with contracts (orders), for the specific portion of high-quality products in the total output and for growth of profits.

The economic experiment provides the associations and enterprises with extensive possibilities in the area of technological progress, the build-up of capacities and technical reequipment. They are granted complete independence in the use of the production development fund for these purposes. These funds will be considered as non-centralized state capital investments, and the necessary materials and equipment will be allocated. The production development funds may not be withdrawn or redistributed and may be accumulated in the account of the association (or enterprise).

One feature of the economic experiment is the fact that the ministry is granted authority to permit the associations and enterprises to independently work up the planning estimate documents for the technical reequipment and reconstruction of shops, sections and entire units and to establish simple designs for buildings and installations without coordinating this with the leading design institutes.

Oblast offices of USSR Gosbank have been granted authority to issue loans of up to 500,000 rubles (the amount is presently 300,000) to enterprises for technical reequipment, and up to 1 million rubles to the republic office (presently 500,000 rubles). The procedure for issuing such loans is also being simplified. The associations and enterprises are permitted to make additional outlays for the technical reequipment of production also out of the depreciation allowances designated for capital repair when it is more effective to use the funds for these purposes.

Measures carried out with production development funds and other non-centralized funds should ordinarily be accomplished by the construction organizations of the associations and enterprises themselves.

#### Directly Dependent Upon the Results

The economic experiment calls for giving the labor collectives greater incentive to enhance production effectiveness and strengthen economic accountability.

The size of the wage and material incentive funds will depend directly upon the end results. The wage fund for industrial production personnel in all branches will be based on the total wage fund for the basic year and an additional amount calculated according to the normative wage fund growth from increased commodity or standard net output. At this stage it has been decided to calculate these norms on the basis of growth of normative net output in the baked goods and confectionery branches. The group of branches will possibly be enlarged as the experiment progresses.

The standards for creating the wage fund for production associations (enterprises) are ordinarily based on the need for outstripping growth of labor productivity over the increase in the average wage.

Material incentives are being increased for labor productivity and efficient use of resources. The administrations of associations and enterprises are granted authority to establish increased payments for professional skills in addition to the official rates for highly skilled workers performing jobs involving special responsibility (up to 16 percent for workers in Category IV, up to 20 percent for Category V and up to 24 percent of the official rate for workers in Category VI), with the agreement of the trade organization and to be paid out of the saving in the wage fund, and additional payments of as much as 50 percent of the position's salary for highly skilled engineering and technical blue- and white-collar workers. It is planned to determine the amounts of these additional payments and increments on the basis of each worker's individual contribution to the development and adoption of highly efficient equipment and technology, a reduction in the amount of labor, materials and energy embodied in the products, enhancement of the product quality and the fulfillment of other indices. These increments and additional payments must be reduced or canceled entirely if the work indices deteriorate.

It is permitted to set additional payments for combining the occupations and positions of workers in various personnel categories, engineering and technical personnel, blue- and white-collar workers, without the approval of higher bodies for the list of occupations being combined. Salaries for highly skilled workers performing especially important and responsible jobs may be set in amounts of up to 230 rubles per month, but they may not exceed the positional salaries for foremen, including the 50 percent bonus.

I need to especially stress the fact that the material benefits will not simply come to the workers. They will have to be earned, that is, production volumes will have to be increased and production effectiveness enhanced. Only in this case will the association (enterprise) be able to use them.



It is planned to implement a system of measures to give greater incentive value to bonuses awarded for the results of management work. Bonuses will be paid to management personnel of production associations (enterprises) for the basic work indices if the planned assignments for sales of output volume are fulfilled, including commitments for deliveries under existing contracts (taking into account the percentage established for failure to fulfill contractual commitments). The material incentive fund will be reduced by 3 percent for each percentage point by which this plan is not fulfilled, and will be increased by 15 percent if the contracts are completely fulfilled.

Production associations (enterprises) will have increased means and opportunities for using the social and cultural development and the housing construction fund for the social development of the collectives. They will independently decide how this fund will be used, primarily for the construction of housing, kindergartens, nurseries, Pioneer camps and boarding facilities. The ways in which this fund is used must be discussed and approved by the labor collectives.

In order to provide the enterprises with the required specialists their administrations are permitted, with the agreement of the trade union organizations, to keep up to 15 percent of the housing readied for occupancy with the social and cultural and housing construction fund and assign housing out of this to highly skilled specialists out of turn.

#### How the Preparations Are Proceeding

Preparations are underway in the republic to begin the economic experiment at the beginning of 1984. A commission for coordinating the work of ministries and departments participating in the experiment has been set up under the Ukrainian SSR Council of Ministers. A meeting of the party and management aktiv of the Ukrainian SSR Ministry of the Food Industry was held to discuss specific tasks of the branch headquarters, associations and enterprises. Meetings of the party and management aktiv have also been held in the labor collectives. Ministry workers have been assigned to the production associations and enterprises to assist them with preparations for and the accomplishment of the economic experiment.

The necessary methodological and normative documents, economic norms and ceilings, as well as control figures for the 1984 plan, were coordinated with the Union agencies, approved and delivered to the production associations (enterprises). The production collectives therefore already knew their goals for next year by October. This permitted them to make a detailed study of the plan assignments and determine how well balanced they are, and to determine whether existing reserves have been taken into full account in the plans.

A great deal of attention was given to the training of the cadres, to teaching them the new planning and management principles. More than 5,000 workers of associations and enterprises received training at the Advanced Training Institute for Managerial Workers and Specialists of the Ukrainian SSR Ministry of the Food Industry. Training has also been set up directly in production.

We understand that a certain part of the management leaders and workers in the economic services will have to overcome a psychological barrier, to rid themselves of former management methods and realize their responsibility for the end results. This is one of the most important requirements for the successful performance of the economic experiment. There are no beaten paths in this matter, and major organizational restructuring will be necessary in all the sectors in order to achieve the goal set for the experiment.

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## CONSUMPTION TRENDS AND POLICIES

### GLUSHKOV INTERVIEWED ON CONSUMER GOODS PRICING POLICY

Moscow TRUD in Russian 1 Dec 83 p 3

[Interview with N. T. Glushkov, chairman of the USSR State Committee for Prices: "Concern for the Good of the People"]

[Text] Convincing evidence of the concern of the Leninist Party and the Soviet State for further improvement of the well-being of the Soviet people is the fact that the CPSU Central Committee and the USSR Council of Ministers considered it necessary to reduce retail prices significantly for a number of items and goods, beginning 1 December of this year. The economic course of the Country of the Soviets, which was developed by the 26th Party Congress, and the decisions of subsequent plenums of the CPSU Central Committee are being implemented.

A TASS correspondent asked the chairman of the USSR State Committee for Prices, N. T. Glushkov, to comment on this large-scale action which was taken in the interests of millions of workers.

[Question] Nikolay Timofeyevich, what factors determine the price policy for consumer goods in our country?

[Answer] The prices of these goods should stimulate the production of an assortment of products which will correspond most to the reasonable needs and demands of the population, and will contribute to carrying out the tasks set by the party and government for raising the standard of living of the Soviet people.

The steady growth of industrial and agricultural production, housing construction, retail commodity turnover and the monetary incomes of the urban and rural population, and the solution of large social problems have made it possible to raise to a qualitatively new level the material well-being and the culture and life of each individual. The Soviet people have begun to eat better and wear a greater variety of clothing, their free time from work has increased significantly, housing and daily life have become more convenient,

and leisure time is filled with more content and value. During the past 20 years the real incomes of the population have more than doubled. Social security has been qualitatively developed. On the whole about 37 billion rubles a year are now being spent for the payment of pensions.

All Soviet people enjoy free of charge the services of schools, higher educational institutions, hospitals, polyclinics, libraries, and many other training, cultural-educational, medical and sports institutions, which are maintained through public consumption funds. In 1982 the payments and benefits received by the population from public consumption funds amounted to 128 billion rubles, or about 470 rubles per individual.

Considerable success has been achieved in solving the housing problem. Just since 1970 about 1.3 million square meters of housing have been constructed in the country, which amounts to more than one-third of all the housing introduced during the years of Soviet power. Now about 80 percent of the urban population live in individual apartments, which are better planned and more comfortable.

Payments for housing, transportation, and municipal and domestic services are kept at the lowest possible level, which is within the budgets of all the population, and about 70 percent of the actual expenditures for these purposes, that is, more than 8 billion rubles, are reimbursed by the state from the public consumption funds.

The needs of the Soviet individual are constantly expanding, and there is a greater popular demand for fashionable clothing, footwear, toiletries, perfumes, new radio-television and other complicated household equipment, attractive furniture, and many other things. This clearly shows the steady improvement of public well-being.

Every Soviet person can see how much the country has advanced in the production of the majority of goods for satisfying the reasonable demands of the workers. Retail prices for the basic goods are remaining stable. Thus the prices for bread and all grain products are remaining at the 1954 level, and for meat and dairy products -- at the 1962 level. The overall increase in prices for individual kinds of goods has amounted to only 9 percent during the past 28 years, and at the same time wages have increased 2.5-fold, and the earnings of kolkhoz workers have increased 1.7-fold just during the past 13 years.

Here one should also recall that the total increase in prices since 1 February 1983 amounted to about 4 billion rubles, and then, on 25 April and 1 September 1983, the prices for a number of goods dropped by almost 3 billion rubles. And now the CPSU Central Committee and the Soviet government have adopted a decree concerning another reduction of retail prices of 2.6 billion rubles, beginning on 1 December 1983, which fully makes up for the increase in prices in February 1983, and the annual gain for the population will be more than 1.6 billion rubles. As the necessary conditions are created for increasing the production of consumer goods and reducing their production cost, retail prices will continue to drop in the future.



I wish to emphasize especially that the current reduction of retail prices has been made during a period of sharp deterioration of the international situation, for which imperialist circles of the United States are to blame. The fact that party and the Soviet state considered it possible to take this step in the interests of the workers now is convincing evidence of the economic might of our homeland.

[Question] In what directions will the retail prices and rates for various goods and services be further improved?

[Answer] The measures that have been taken this year to change retail prices and rates for individual goods and services have not eliminated all the distortions and incongruities in the system of stable prices that was established dozens of years ago. We shall gradually eliminate them.

At the same time, as Yu. V. Andropov emphasized at a meeting with Moscow machine tool builders, the line earmarked by the decisions of the 26th CPSU Congress toward providing for stability of retail prices for the basic food and nonfood commodities will be steadily adhered to in the interests of the workers.

Additionally, when establishing retail prices for new consumer goods which satisfy the various and ever increasing demands of the population, we proceed from the idea that prices for new, higher-quality goods should be differentiated (with respect to existing prices for similar goods), taking into account their higher quality and consumer properties.

The new prices should motivate enterprises to expand the output of goods and update the assortment. Underestimating in the prices the additional expenditures involved in improving the quality of goods and providing for new consumer qualities would make it economically disadvantageous for the enterprises to produce high-quality goods.

In strengthening the stimulating role of retail prices in order to further increase the output and improve the quality of goods, we are counting on the system for establishing temporary prices for better-quality items with the index "N" and also contract prices for the first experimental batches of goods and especially fashionable items, by an agreement between industrial and trade enterprises.

Stabilization and then reduction of retail prices are actually possible only with increased labor productivity and reduced production costs in all spheres of the national economy. That is, through better, more productive work on the part of each collective and each worker in our country.

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## CONSUMPTION TRENDS AND POLICIES

### PRICE CUTS EVOKE REACTION FROM CONSUMERS, MERCHANTS, INDUSTRY

[Editorial Report] Moscow ZHURNALIST in Russian No 11, November 1983 runs on pages 42-45 an article entitled "...And the Mannikins Come Alive," which deals with reactions to price cuts on some consumer goods by buyers, sellers and industry. The article begins by taking up questions asked by consumers suspicious of the new prices, and cites the following conversation a man considering purchasing a coat on sale and a saleswoman in a Moscow department store:

Man: "Are you trying to pass us junk?"

Saleswoman: "Not at all. All we've done is lower the price."

Man: "So why did they lower the price?"

Saleswoman: "It's out of style and there is no demand for it, that's why."

Man's wife: "Buy it, buy it."

"The saleswoman draped the coat over the man's shoulders in a show of sympathy for his wife. The coat sat well on him, but it was immediately evident why the price had been changed: we see such garments on the shoulders of film heroes of the '60's. Have they really been hanging in the store to this day? No, of course not; the label says '1981'."

Says department store owner Yekaterina Il'inichna: "The customer is psychologically unprepared for the seasonal sale. It's your fault, comrade journalist." She explained that the aforementioned customer in a high-income bracket would leave a store without making purchases owing to both his conviction that sale merchandise is of shoddy quality and "bad press." Il'inichna complained that the press should inform consumers that the merchandise on sale is of high quality and not restrict itself to reporting defects in goods.

The article then discusses sale merchandise from the point of view of industry. "Normally it makes little difference to an enterprise what price a good it produces is sold at. The economic mechanism is not yet sufficiently incapacitated that the changing of prices of goods would somehow affect the enterprise's financial situation. And how could

sanctions be taken? The association has honestly and in good conscience produced merchandise with organizations of higher standing--that very same coat. The style, material, cost and quantity have been determined by the RSFSR Ministry of Light Industry. The plan has been fulfilled and over-fulfilled. Awards have been given, the newspapers have commended and congratulated the recipients. And suddenly..."

"...Suddenly at a trade fair the association's wares are refused. Five thousand articles--almost a million rubles' worth--rotted on the enterprise's shelves."

And so those on the losing end are the seamstresses!

The article concludes with the following observation:

"The time has come to no longer avoid establishing price, if for only a few goods designated for mass consumption. And the present fluctuations in price, facts and numbers, which we have run up against, are strengthening this conviction."

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